

# M and M Direct builds a single customer view with smartFOCUS to optimise marketing ROI

The UK's number one discount fashion and sportswear website creates deeper marketing insight using smartFOCUS Intelligent Marketing solutions to deliver more relevant and timely communications across its web and catalogue channels

## Synopsis

smartFOCUS, the international multi-channel marketing software company was chosen to build a single customer view database by M and M Direct. The database is accessed through the smartFOCUS Intelligent Marketing software, for analysis, campaign management and reporting.

M and M Direct, the UK's leading discount retailer of top fashion and sportswear brands, with over 3,000 leading branded products has selected smartFOCUS to deliver a single view of M and M Direct customer and transaction data, integrated with smartFOCUS software. A user of smartFOCUS software for over 3 years, M and M Direct is making further investment into smartFOCUS's Intelligent Marketing software, extending its marketing use of analysis, targeted campaign management and reporting.

## The Solution

With access to a single view of its customers provided by smartFOCUS software, M and M can develop greater insight into marketing performance and each customer's behaviour. New smartFOCUS functionality help its marketing team deliver more relevant, timely communications targeted to retain and grow the value of its customers through improved purchase frequency and increased average order values.

Neil Sansom, Marketing Director, M and M Direct said: "The knowledge and understanding of our customers' behaviour and marketing performance is at the heart of our strategy to acquire and retain more customers, improve sales and increase customer spending, optimising our marketing ROI. Adding a single customer view database, and extending our use of smartFOCUS software will help M and M capitalise on our market leading website, and build on our recent sales growth which has seen the company achieve sales of over £90m in 2008."

Chris Underhill, CEO, smartFOCUS said: "As the UK leader in an extremely competitive and fast moving fashion and sport market, it is important for M and M to communicate more effectively with its customer base, across the most appropriate channel. Maximising the value of its data through a single customer view database, accessed using smartFOCUS Intelligent Marketing solutions, ensures that M and M can execute better targeted and personalised campaigns that produce improved results and increase marketing ROI."

**M and M Direct**

**Customer**  
M and M Direct

**Industry Sector**  
Retail

## Solution Components

- Email Marketing
- Data Quality/Management
- Single Customer View
- Analysis & Visualization
- Predictive Modeling
- Campaign Management
- Reporting
- Managed Service
- Consultancy Services



**smartFOCUS**  
Intelligent Marketing

## About smartFOCUS

smartFOCUS (LSE:STF) is a leading international provider of high performance multi-channel marketing software. Combining intelligence and speed the software drives high performance multi-channel campaigns to generate more valuable customer relationships. Its marketing solutions integrate offline and online data, analysis, campaign and performance management to deliver better targeted, more timely and relevant communications that improve customer insight. Its marketing solutions are offered in the Software as a Service (SaaS) model and are available with a choice between in-house or out-sourced deployment. These are made available directly and through the global partner network.

smartFOCUS has a customer base of over 700 B2C and B2B businesses and partners worldwide using its marketing software including ASOS, Center Parcs, EasyJet, EMI, Epson Europe, Harrods, Hilton International, Manchester United FC, Rabobank, Sony Europe, Société Générale, Eurocamp, RCI-GVN, Landal Green Park, and QVC.

smartFOCUS is headquartered in the UK, with offices in the US, Europe and Asia Pacific. [www.smartfocus.com](http://www.smartfocus.com)



“ extending our use of smartFOCUS software will help M and M capitalise on our market leading website. ”

## Contact Details

### smartFOCUS Headquarters

One Redcliff Street  
BRISTOL  
BS1 6NP  
UK  
Tel: +44 117 943 5800  
Fax: +44 117 927 7588  
[www.smartfocus.com](http://www.smartfocus.com)

### smartFOCUS DIGITAL Headquarters

The Barley Mow Business Centre  
10 Barley Mow Passage  
LONDON W4 4PH  
UK  
Tel: +44 (0) 207 965 6050  
Fax: +44 (0) 207 965 6051  
[www.smartfocusdigital.com](http://www.smartfocusdigital.com)

### International Offices

#### Paris Office

Tel : +33 141 188989

#### Amsterdam Office

Tel : +31 33 453 7070

#### Boston Office

Tel : +1 617 663 5758

#### Denver Office

Tel: +1 303 296 9966

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